

### Claim Amendments:

This listing of claims will replace all prior versions, and listings, of claims in the application:

1.-19. (Canceled)

20. (Currently Amended) A method of providing interactive entertainment associated with a broadcast of a media event, a set of possible game events associated with the media event, the method comprising:

accessing ~~an electronic~~ a game set provided in a printable electronic format, the game set including a plurality of game cards and a set of trade tickets, each game card of the plurality of game cards identifying a distinct list of game events selected from the set of possible game events, each trade ticket of the set of trade tickets identifying a game event selected from the set of possible game events;

printing the ~~electronic~~ game set in a printable electronic format to provide a ~~printed~~ the game set in a printed format; and

distributing to each player of a plurality of players one game card of the plurality of game cards of the ~~printed~~ game set in the printed format and a subset of trade tickets of the set of trade tickets of the ~~printed~~ game set in the printed format, a first player of the plurality of players to exchange a first trade ticket of the subset of trade tickets distributed to the first player for a second trade ticket of the subset of trade tickets distributed to a second player, the exchanging occurring in response to the occurrence of a game event listed on the first trade ticket.

21. (Previously Presented) The method of claim 20, further comprising the each player of the plurality of players marking the one game card distributed to the each player in response to the occurrence of a game event included in the distinct list of game events identified on the one game card.

22. (Previously Presented) The method of claim 20, further comprising scoring each game card of the plurality of game cards upon completion of the media event, the score of the

each game card based on the number of game events identified on the each game card that occurred during the media event.

23. (Original) The method of claim 22, further comprising distributing a prize to a player in response to scoring each game card.

24. (Canceled)

25. (Previously Presented) The method of claim 20, wherein a first trade ticket of the set of trade tickets identifies a first opponent win game event and a second trade ticket of the set of trade tickets identifies a second opponent win game event, the first and second opponents associated with the media event, the method further comprising distributing a prize to a player of the plurality of players holding the trade ticket indicating the first opponent win game event when a first opponent associated with the media event wins.

26. (Previously Presented) The method of claim 20, further comprising displaying the media event on a media display.

27. – 28. (Canceled)

29. (Previously Presented) The method of claim 20, wherein the game set includes a unique identification number.

30. (Previously Presented) The method of claim 29, further comprising distributing an award based at least in part on the unique identification number.

31. (Previously Presented) The method of claim 20, wherein each game card of the plurality of game cards includes a trivia question.

32. (Previously Presented) The method of claim 31, wherein the trivia question is associated with an answer broadcast during the media event.

33. (Previously Presented) The method of claim 20, wherein the game set includes a coupon.

34. (Previously Presented) The method of claim 20, wherein the distinct list of game events identified on the each game card is separated into a plurality of subsets of game events, each subset of game events associated with a different period within the media event.

35. (Currently Amended) A method of providing interactive entertainment associated with a broadcast of a football game, a set of possible game events associated with the football game, the method comprising:

accessing ~~an electronic~~ a game set provided in a printable electronic format, the game set including a plurality of game cards and a set of trade tickets, each game card of the plurality of game cards identifying a distinct list of game events selected from the set of possible game events, each trade ticket of the set of trade tickets identifying a game event selected from the set of possible game events, a first trade ticket of the set of trade tickets identifying the game event of a first football team winning and a second trade ticket of the set of trade tickets identifying the game event of a second football team winning, the first and second football teams associated with the football game;

printing the ~~electronic~~ game set in the printable electronic format to provide a ~~printed~~ the game set in a printed format; and

distributing to each player of a plurality of players one game card of the plurality of game cards of the ~~printed~~ game set in the printed format and a subset of trade tickets of the set of trade tickets of the ~~printed~~ game set in the printed format, a first player of the plurality of players to exchange a first trade ticket of the subset of trade tickets distributed to the first player for a second trade ticket of the subset of trade tickets distributed to a second player, the exchanging occurring in response to the occurrence of a game event listed on the first trade ticket.

36. (Previously Presented) The method of claim 35, further comprising the each player of the plurality of players marking the one game card distributed to the each player in response to

the occurrence of a game event included in the distinct list of game events identified on the one game card.

37. (Previously Presented) The method of claim 35, further comprising scoring each game card of the plurality of game cards upon completion of the football game, the score of the each game card based on the number of game events identified on the each game card that occurred during the football game.

38. (Canceled)

39. (Previously Presented) The method of claim 35, wherein the game set includes a unique identification number.

40. (Previously Presented) The method of claim 39, further comprising distributing an award based at least in part on the unique identification number.

41. (Previously Presented) The method of claim 35, wherein each game card of the plurality of game cards includes a trivia question.

42. (Previously Presented) The method of claim 35, wherein the trivia question is associated with an answer broadcast during the football game.

43. (Previously Presented) The method of claim 35, wherein the game set includes a coupon.

44. (Canceled)

45. (Canceled)

46. (Canceled)

47. (Canceled)

48. (Previously Presented) The method of claim 35, further comprising distributing a prize to a player of the plurality of players holding the first trade ticket identifying the game event of a first football team winning when the first football team wins.

49. (Canceled)